ABSTRACT

Methods, systems, and apparatus for tuning a television appliance using an internet appliance are provided. A first network provides a program advertisement to the internet appliance. A second network provides channel map information to the internet appliance,

5   which channel map information identifies a channel for a program advertised in the program advertisement. The program advertisement is displayed on the internet appliance. The advertised program may be selected via interaction with the program advertisement using a user interface associated with the internet appliance. A tune command is communicated to the television appliance from the internet appliance in response to the interaction with the

10   program advertisement. The television appliance tunes to the channel advertised in the program advertisement in response to the tune command. The internet appliance creates the tune command for the advertised program based on the channel map information.